

**Appln No. 09/899,827**  
**Amdt date August 21, 2007**  
**Reply to Office action of May 21, 2007**

**REMARKS/ARGUMENTS**

Claims 1-31 were pending in this application when last examined by the Examiner. Claims 1, 3, 4, 5, 9-11, 15, 16, 18-21, 23, 29 have been amended. Claim 32 has been added. Claim 2 has been cancelled. The amendments find full support in the original specification, claims, and drawings. No new matter has been added. In view of the above amendments and remarks that follow, reconsideration and an early indication of allowance of the now-pending claims 1 and 3-32 are respectfully requested.

Claim 21 is objected to due to a typographical error. The typographical error has now been corrected. Withdrawal of the objection to claim 21 is respectfully requested.

Claims 2-4, 10, and 18-20 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Applicant submits that the amendments to the claims now overcome this rejection. Withdrawal of the rejection under 35 U.S.C. 112, second paragraph, is respectfully requested.

Claims 1-31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bruckner et al. (U.S. Publication No. 2005/0015796) in view of Shoff et al. (U.S. Publication No. 2001/0001169). Applicant respectfully traverses this rejection.

The Examiner acknowledges that Bruckner fails to teach a server-based user interface, but relies on Shoff to make up for this deficiency. In doing so, the Examiner relies on the sections of Shoff which discloses that content developers may embed display layout instructions to the supplemental content to allow the developers to arrange the data and video in any manner they choose. (See, par. 0019). The Examiner also relies on the teaching in Shoff that the supplemental content that contains the layout instructions are obtained from a target resource, which the Examiner equates to a server.

Claim 1 has been amended to recite a "graphical user interface for hosting by the server, the graphical user interface being generated prior to the broadcast event and displaying on a monitor coupled to the server a representation of the interactive components that are to be

displayed during the interactive event." Assuming, *arguendo*, that Shoff's target resource is the claimed "server," nothing in Shoff teaches or suggests any graphical user interface that is hosted by the target resource, and much less, a graphical user interface "displaying on a monitor coupled to the server a representation of the interactive components that are to be displayed during the interactive event." The layout instructions embedded in Shoff's supplemental content affect how that content is displayed on an end user device, but does not cause any display on the target resource.

As Shoff's target resource fails to provide the claimed "graphical user interface," Shoff cannot teach or suggest that "the representation of a particular one of the interactive components on the monitor is actuated via the graphical user interface for transmitting by the server one or more of the messages that triggers display of the particular one of the interactive components on the remote clients during the interactive event," as is now required by claim 1. Accordingly, claim 1 is now in condition for allowance.

Independent claim 23 includes limitations that are similar to the limitations of claim 23 which make claim 23 allowable. Accordingly, claim 23 is also in condition for allowance for the reasons discussed above with respect to claim 1.

Claims 3-22 and 24-31 are also in condition for allowance because they depend on an allowable base claim, and for the additional limitations that they contain.

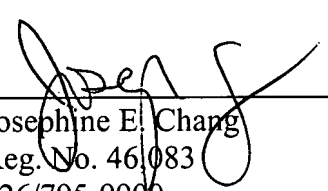
Claim 32 is new in this application. Claim 32 is in condition for allowance because it depends on an allowable base claim, and for the additional limitations that it contains. Specifically, this claim adds the limitation that "the one or more messages are transmitted separately from the client files including the particular one of the interactive components." None of the cited references teach or suggest this limitation. Accordingly, claim 32 is also in condition for allowance for this additional limitation.

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In view of the above amendments and remarks, reconsideration and an early indication of allowance of the now-pending claims 1 and 3-32 are respectfully requested.

Respectfully submitted,  
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